

You are invited to join the
Writers Guild of America East
as a sponsor of the

76TH ANNUAL WRITERS GUILD AWARDS NEW YORK CEREMONY

Sunday, April 14, 2024 • Edison Ballroom, NYC

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THE ATTENDEES

The Writers Guild Awards honors outstanding achievement in the media and entertainment industries. The 2024 ceremony marks the 76th anniversary of the Awards.

Join more than 500 attendees, including television and film writers and their VIP guests, for an evening celebrating one of the highest honors in the entertainment industry. The night is known as one in which Hollywood's greatest minds toast one another and party well. In recent years, celebrity attendees have included...

Mahershala Ali
Judd Apatow
Kevin Bacon
Emily Blunt
Rachel Brosnahan
Tituss Burgess
Bobby Cannavale
Anna Chlumsky
The Coen Brothers
Lena Dunham
Jimmy Fallon
Tina Fey
Gina Gershon
Greta Gerwig
Tony Goldwyn

Donald Glover
Bong-joon Ho
Rian Johnson
John Krasinski
Tony Kushner
Natasha Lyonne
Seth Meyers
Sienna Miller
Tracey Morgan
Emily Mortimer
Bill Murray
Alessandro Nivola
Spike Lee
John Oliver
Clive Owen

MJ Rodriguez
Emmy Rossum
Keri Russell
Sarah Silverman
David Simon
John Slattery
Morgan Spector
Steven Spielberg
John Waters
Krisin Wiig
Larry Wilmore
Michael Kenneth Williams
Taika Waitiki
Luke Kirby
...to name a few.



THE NOMINEES

The Writers Guild Awards honor outstanding writing in film, television, new media, news, radio, and promotional categories.

In 2023, nominees included...

60 Minutes

Abbott Elementary

American Experience

Andor

Barry

The Bear

Better Call Saul

Black Panther: Wakanda Forever

The Crown

The Dropout

Everything Everywhere All At Once

The Fabelmans

Frontline

Inside Amy Schumer

The Menu

Moonage Daydream

Nope

Only Murders in the Building

Severance

She Said

Tár

Top Gun: Maverick

The White Lotus

Women Talking

Yellowjackets

and many others.



MEDIA COVERAGE

The Writers Guild Awards are covered by the leading industry publications, achieving national reach in the build up to the Academy Awards.

Adweek

AM New York

A/V Club

Daily Mail

Deadline

Entertainment Weekly

Extra

Getty Images

Hollywood Life

Just Jared

The Hollywood Reporter

Indiewire

New York Daily News

New York Magazine

New York Post

New York Times

Page Six

Splitsider

Star

USA Today

US Weekly

Variety

Wall Street Journal

The Wrap



“...Accepting his award on stage at the Edison Ballroom in New York... **Bong [Joon Ho]** spent most of his podium time thanking each of the nominees in his category. The acclaimed director said that while he’s not familiar with American teenage culture, he really enjoyed Booksmart, and found it beautiful that the two young men at the center of 1917 share love and conversation in the midst of warfare. He then thanked **Rian Johnson** for crafting a twisty whodunit with Knives Out, and praised **Noah Baumbach** for his emotional writing in Marriage Story.”

- Vanity Fair



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PAST SPONSORS

Join an elite group of Writers Guild Awards partners.

Sponsors in recent years have included:

AT&T
Bananagrams
The BlackList
Coverfly
Elite Logistics & Fulfillment
Final Draft
Good Energy
HBO Max
iMoxie Media
Save the Cat
Universal Studio Group
Vision Media Management
The Walt Disney Studios

SPONSORSHIP PACKAGES

PLATINUM-LEVEL SPONSOR

\$20,000

Sponsorship at Platinum level includes...

- "2024 WGA Awards Sponsor" status
- Naming rights for the Writers Guild Awards NYC Afterparty, including co-branded signage, promotion and planning
- 10 tickets to the 2024 Writers Guild Awards New York Ceremony on April 14
- Gift bag opportunity
- Prominent logo placement on event signage, including stage-adjacent screens
- Brand mention on stage at the event
- Full-page ad in event program
- Recognition as sponsor in event program
- Logo placement on all Writers Guild Awards advertisements
- Dedicated promotion on WGAE social media channels during the 4-week event lead up
- Logo placement on WGA East awards website from the start of partnership until Spring 2025
- Sponsor recognition on all Writers Guild Awards publicity materials

SPONSORSHIP PACKAGES

GOLD-LEVEL SPONSOR

\$10,000

Sponsorship at Gold level includes...

- "2024 WGA Awards Sponsor" status
- 8 tickets to the 2024 Writers Guild Awards New York Ceremony on April 14
- Gift bag opportunity
- Prominent logo placement on event signage, including stage-adjacent screens
- Brand mention on stage at the event
- Logo placement on all Writers Guild Awards advertisements
- Dedicated promotion on WGAE social media channels during the 4-week event lead up
- Full-page ad in event program
- Brand recognition in the event program
- Logo placement on WGA East awards website from the start of partnership until April 2024
- Sponsor recognition on Writers Guild Awards publicity materials

SPONSORSHIP PACKAGES

SPONSOR

\$5,000

The basic sponsorship package includes...

- “2024 Writers Guild Awards Sponsor” status
- 2 tickets to the 2024 Writers Guild Awards New York Ceremony on April 14
- Gift bag opportunity
- Logo placement on additional event signage, including stage-adjacent screens
- Logo placement on all Writers Guild Awards advertisements
- Dedicated promotion on WGAE social media channels during 4-week event lead-up
- Half-page ad in event program
- Brand recognition in the event program
- Logo placement on WGA East awards website from the time of start of partnership until April 2024
- Sponsor recognition on Writers Guild Awards publicity materials

CONTACT US

Ask us about exclusive Afterparty Sponsor Status!

To discuss sponsorship opportunities and
customize your 2024 package,
please contact:

Dana Weissman

Director of Programs

Writers Guild of America East

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ABOUT THE WRITERS GUILD OF AMERICA EAST

The Writers Guild of America East (WGAE) is a labor union of thousands of professionals who are the primary creators of what is seen or heard on television and film in the U.S., as well as the writers of a growing portion of original digital media content.

Our members write everything from big budget movies to independent films, late night comedy/variety shows to daytime serials, broadcast and radio news, web series, documentaries, and animation.

The WGAE works on their behalf to promote and protect the professional and artistic interests of this diverse community.

